

## SteelSeries Acquires Audio Software Leader A-Volute

July 1, 2019

Sankt Annæ Plads 10  
DK-1250 Copenhagen K  
Denmark

Phone (+45) 333 66 999  
Fax (+45) 333 66 998

axcel@axcel.dk  
www.axcel.dk

SteelSeries bolsters its reputation of gaming audio excellence with the acquisition of famed audio company best known for its 3D sound processing solutions.

COPENHAGEN – April 6, 2020 – SteelSeries, the leader in gaming and esports peripherals, today announces its acquisition of A-Volute, the leading independent developer of 3D sound solutions for gaming. The acquisition of A-Volute will continue to bolster SteelSeries' reputation of industry-leading gaming audio performance across both hardware and software.

For nearly two decades, SteelSeries has been a frontrunner in the gaming industry, offering high-quality gaming peripherals to pro and enthusiast gamers. Its SteelSeries Engine software platform has millions of daily users and is integrated with games and applications. Over the years, the company has built a strong brand and has leveraged this to outpace category growth globally. The award-winning Arctis line of gaming headsets redefined the category as is the new standard in excellence in gaming audio hardware.

A-Volute is the leading independent gaming audio software developer with more than 150 man-years of research and development, and more than twenty dedicated audio, DSP, driver and software engineers based across France, Singapore and Taiwan.

A-Volute's software development roadmap includes unique and relevant features that fit strongly with SteelSeries' current and envisaged offering for its SteelSeries Engine platform. Acquiring A-Volute's talented engineering team will significantly accelerate SteelSeries' vision for its gaming software platform. Additionally, A-Volute's existing customer base, including leading gaming laptop manufacturers, is a strong testament to the quality of their current solutions.

*"With our award-winning innovations that have redefined the gaming audio experience, and our best-in-class SteelSeries Engine software, bringing A-Volute into the SteelSeries family seemed like a natural fit and we are extremely excited about partnering with Tuyen and his team," said Ehtisham Rabbani, CEO of SteelSeries. "With their excellence in audio software, they'll help us improve gamers' audio experiences even further."*

*“We are incredibly excited to be joining the SteelSeries team,” said Tuyen Pham, CEO of A-Volute. “Our focus has always been to create outstanding audio experiences, and we could not think of a better partner than SteelSeries.”*

*“SteelSeries’ acquisition of A-Volute will add even more tools to its arsenal to continue to lead the way in gaming audio,” said Lars Cordt, Partner at Axcel, SteelSeries’ controlling shareholder. “A-Volute’s team have done an excellent job in creating new tools to enhance audio, and we see them adding tremendous value to SteelSeries’ software efforts moving forward.”*

A-Volute is a private company being acquired by SteelSeries ApS. The parties have agreed not to disclose any financial terms. The transaction is expected to close later in the spring.

For more information about SteelSeries, visit [www.SteelSeries.com](http://www.SteelSeries.com).

#### **About SteelSeries**

SteelSeries is a leader in gaming peripherals focused on quality, innovation and functionality, and the fastest growing major gaming headset brand globally. Founded in 2001, SteelSeries improves performance through first-to-market innovations and technologies that enable gamers to play harder, train longer, and rise to the challenge. SteelSeries is a pioneer supporter of competitive gaming tournaments and eSports and connects gamers to each other, fostering a sense of community and purpose. SteelSeries’ team of professional and gaming enthusiasts help design and craft every single accessory and are the driving force behind the company.

#### **About A-Volute**

A-Volute is the worldwide leader in PC audio gaming software. Embedded in millions of gaming devices, from gaming headsets to the most powerful gaming PCs by brands such as MSI, Dell, Gigabyte, A-Volute’s technology offers the most precise and immersive sound for gamers that allows them to be more efficient in any game and have more immersive feeling. A-Volute has revolutionized the audio gaming market with innovative tools like Sonic Mapper, a radar showing visually where the sound is coming from. A-Volute’s team gathers the rare combination of world class audio algorithms PHD, DSP engineers and software geniuses, enabling to bring the last decade all innovations that lead the industry.

#### **Media Contacts:**

Christian Cooper  
SteelSeries  
[Christian.cooper@steelseries.com](mailto:Christian.cooper@steelseries.com)  
(813) 447-0025

Sankt Annæ Plads 10  
DK-1250 Copenhagen K  
Denmark

Phone (+45) 333 66 999  
Fax (+45) 333 66 998

[axcel@axcel.dk](mailto:axcel@axcel.dk)  
[www.axcel.dk](http://www.axcel.dk)



Sankt Annæ Plads 10  
DK-1250 Copenhagen K  
Denmark

Phone (+45) 333 66 999  
Fax (+45) 333 66 998

axcel@axcel.dk  
www.axcel.dk

## Further information

### **Axcel:**

Lars Cordt, Partner  
E-mail: lc@axcel.dk  
Tel: +45 3336 6999

Christian Schmidt-Jacobsen, Managing Partner  
E-mail: scj@axcel.dk  
Tel: +45 3336 6999

### **SteelSeries:**

Jacob Wolff-Petersen, Founder  
E-mail: jwp@steelseries.com  
Tel: +33 671409449

Ehtisham Rabbani, CEO  
E-mail: er@steelseries.com

### **Media Contacts:**

Christian Cooper, PR Manager  
E-mail: Christian.cooper@steelseries.com

Stefanie Mazer, Director of PR  
E-mail: stefanie@steelseries.com